

AMENDMENTS TO CLAIMS

1. (Currently Amended) A method of delivering advertising and/or commercials to a user, viewer, or consumer via composite images displayed to the user, viewer, or consumer through a media display device, comprising the steps of:

displaying a program or other images; and

inserting, while said program or other images are being displayed, an advertisement into a selected portion of the displayed program or other images, said advertisement being displayed in a manner appropriate to the content of the displayed program or other images,

wherein said program is an interactive video program, and wherein said advertisement is updated based on responses to said program or to a previously inserted advertisement, said responses being submitted by the user, viewer, or consumer, via an interface device.

2. (Currently Amended) A method as claimed in claim 1, wherein said step of inserting said advertisement comprises the step of merging a simulated image into ~~a broadcast~~ the program.

3. (Currently Amended) A method as claimed in claim 2, wherein said simulated image is merged using so-called "blue screen" ~~or similar~~ technology.

4. (Original) A method as claimed in claim 3, wherein application of the blue screen technology involves adding blue coloring to portions of a real-life environment.

5. (Original) A method as claimed in claim 3, wherein said real-life environment is a sports venue, and said blue-painted portions of the real-life environment are areas on which advertisements would normally be displayed, including areas selected from the group consisting of billboards, portions of a playing field, and surfaces of an airship, as well as portions of the sports venue on which advertisements may be displayed without detracting from viewing of a sporting event taking place at the venue.

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6. (Original) A method as claimed in claim 3, wherein said real-life environment is a setting of a musical event, and said advertisements are displayed on a background of a stage.

7. (Original) A method as claimed in claim 1, wherein said advertisements are updated in real time.

8. (Original) A method as claimed in claim 1, wherein said advertisements are updated by the content provider or advertisement sponsor.

9. (Canceled)

10. (Canceled)

11. (Currently Amended) A method as claimed in claim ~~9~~1, wherein the user is given the option of performing on-line or off-line transactions in response to the advertisements.

12. (Currently Amended) A method as claimed in claim 1, further comprising a login process including the steps of:

- a. determining an identity and location of the user;
- b. organizing the identity and location information into a suitable information packet; and
- c. storing the packet in the user's computing device or in computing devices located in the premises of the provider.

13. (Original) A method as claimed in claim 11, further comprising the steps of permitting the user to select whether to accept updating of the user's computing device.

14. (Currently Amended) A system of delivering advertising and/or commercials to a user, viewer, or consumer via composite images displayed to the user, viewer, or consumer through a media display device, comprising:

means for displaying a program ~~or other images~~; and

means for inserting, while said program ~~or other images~~ are being displayed, an advertisement into a selected portion of the displayed program ~~or other images~~, said advertisement being displayed in a manner appropriate to the content of the displayed program ~~or other images~~, wherein said program is an interactive program, and wherein said advertisement is updated based on responses to said program or to a previously inserted advertisement, said responses being submitted by the user, viewer, or consumer, via an interface device.

15. (Currently Amended) A system as claimed in claim ~~25~~ 14, wherein said means for inserting said advertisement comprises means for merging a simulated image into a broadcast program.
